

YouthLinks Community

Engagement Report

October 2022



SOS CHILDREN'S
VILLAGES

Contents of the Report

Users & Countries 3

- Number of Users
- Countries

Groups & Mentoring Programs 4

- Number of Groups
- Number of Mentoring Programs

User Engagement and Interaction 5

- Interactions through Private Messages
- Page Views

Annex 6

Background

The pilot for the YouthLinks Community has been launched under the YouthCan! umbrella in October 2021, involving 8 MAs from 5 regions (access more information on results [here](#)). Subsequently to the pilot and starting with the month of April/Q2 2022, in terms of the GloCal platform roll-out, more YouthCan! countries globally had the opportunity to integrate the platform into their national programme approaches.

Now, by the end of 2022, we are looking into scaling to more youth projects and programs; offering to utilize the YouthLinks Community as the central digital infrastructure. Thus, we want to have a short look into the acceptance and usage of the platform until September/Q3 2022 in order to take informed decisions.

YouthLinks Community

The YouthLinks Community is a central online platform for young people accompanied by SOS Children's Villages worldwide, to access opportunities while transitioning into self-reliance. Access more information [here](#).



Users & Countries

Number of Users

This section will provide an overview on the users registered on the YouthLinks Community platform, since the launch of the Pilot in Q4/2021.



979 Users

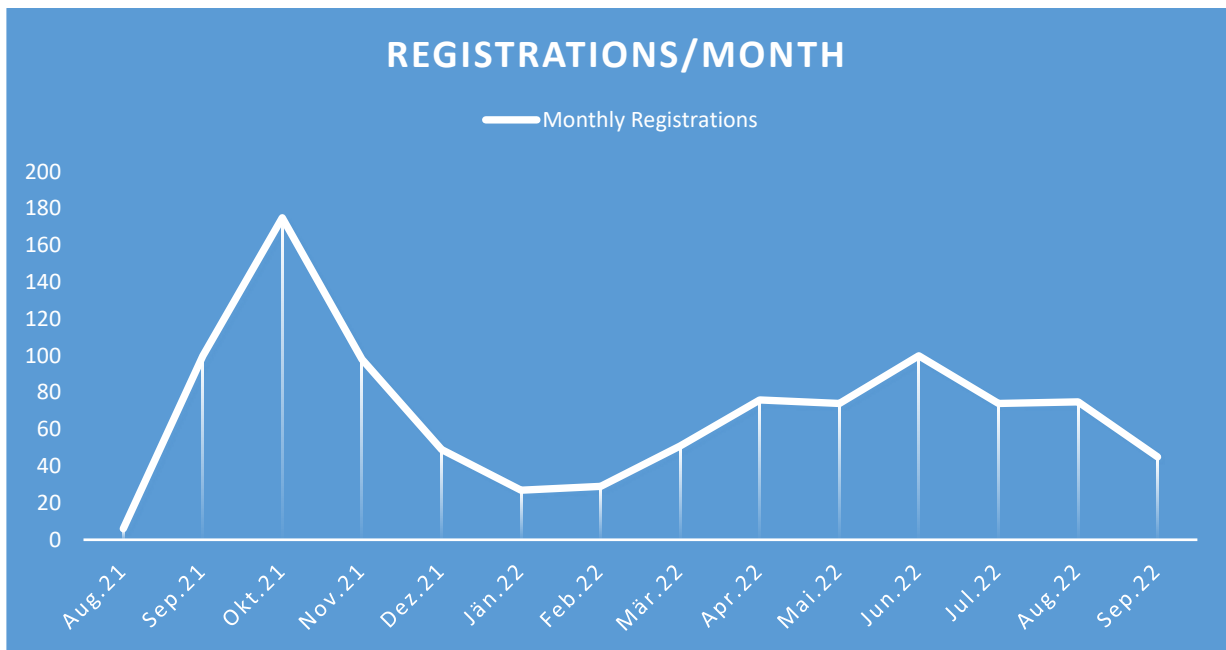
... Registered by Q3/22

49% Young People

5% SOS CV Alumni

32% SOS CV co-workers

14% Mentors/Trainers



Countries

This section will provide an overview of where users are coming from – including countries with the biggest active user base.



56 Countries

... Where registered users are coming from

#1: 140 Users registered from **El Salvador**

#2: 121 Users registered from **Honduras**

#3: 98 Users registered from **Philippines**

#4: 54 Users registered from **Ghana**

Groups & Mentoring Programs

Number of Groups

This section provides an overview of the total number of groups created on the platform, including an overview of group creation per quarter, since launch of the pilot.



113 Groups

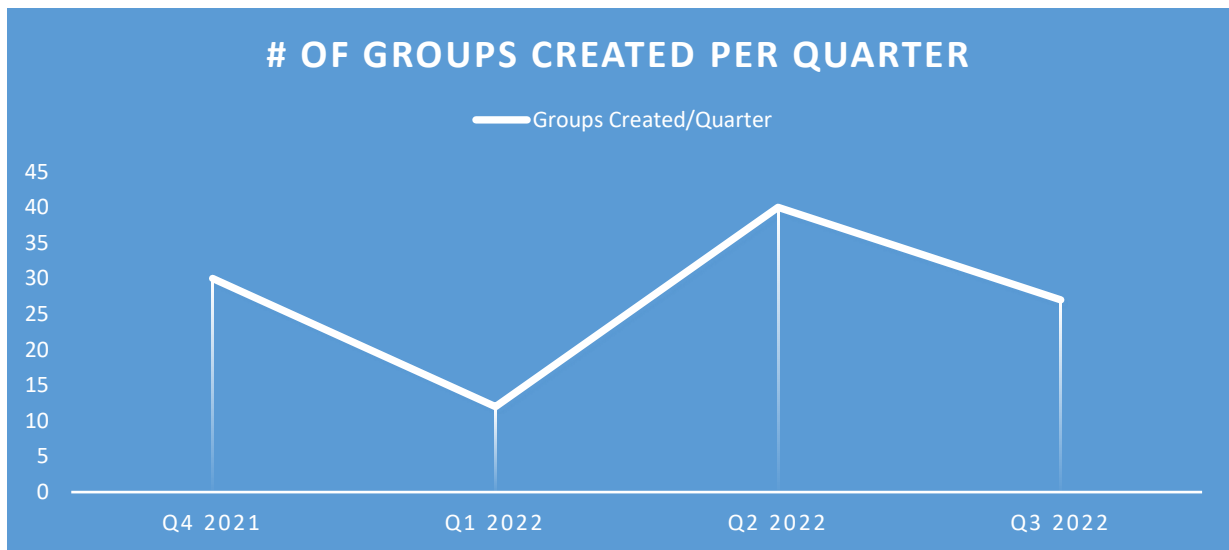
... Created by Q3/22



79 Regular Groups activated



34 Premium Groups activated



Number of Mentoring Programs

This section provides an overview on mentoring connections established through the dedicated mentoring functionality on the YouthLinks Community; including insights into beneficiary numbers.



20 Programs

... Created by Q3/22



6,958 Messages in Mentoring relationships sent



244 Relationships established on the Platform



19 Countries

... Where Mentees are coming from

#1: 43 Mentees from El Salvador*

#2: 10 Mentees from Philippines*

* Some countries have used groups to conduct mentoring programs, instead of the dedicated mentoring functionality displayed through data above. Actual number of beneficiaries profiting from mentoring through platform may thus be higher.

User Engagement & Interaction

Interactions through Private Messages

The YouthLinks Community platform provides several indicators and mechanisms to measure user engagement through the platform. One of them is "interactions"; highlighting the total number of private messages sent through the platform.

12,380 Messages

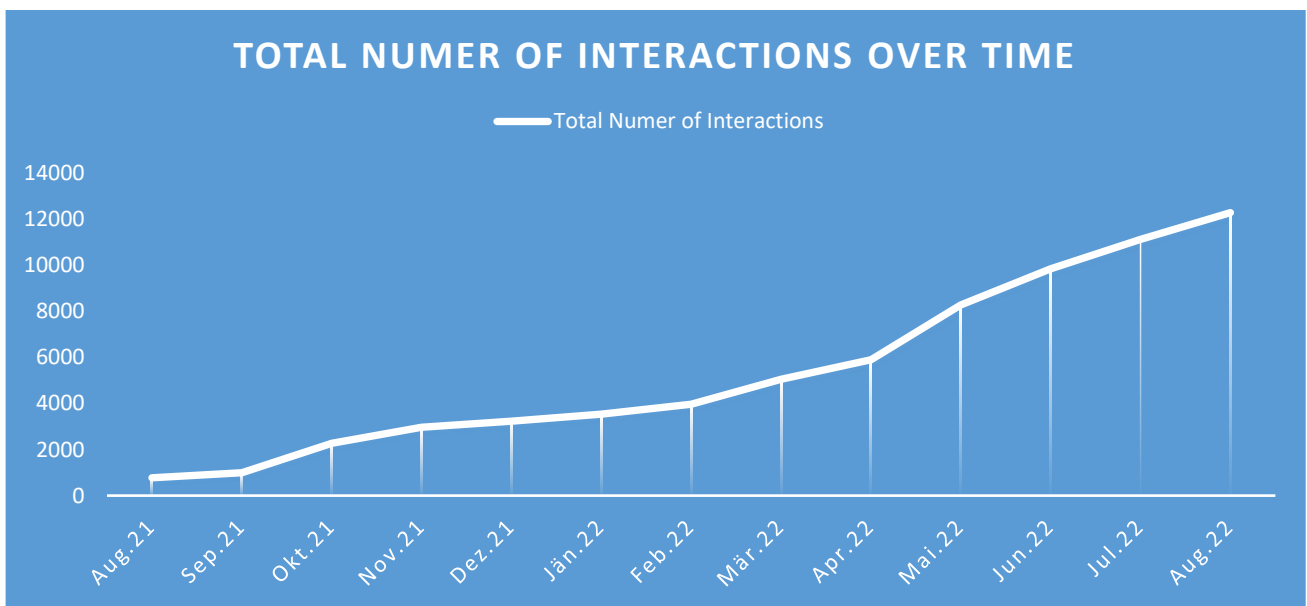
... Sent through safe private chats



715 Calls through the in-platform video call tool*



5,760 Minutes total calling time on platform*



Page Views

Page views are a good indicator for the popularity of different functionalities of the platform. Below a compilation of total page-views per functionality.

67,547 Page Views

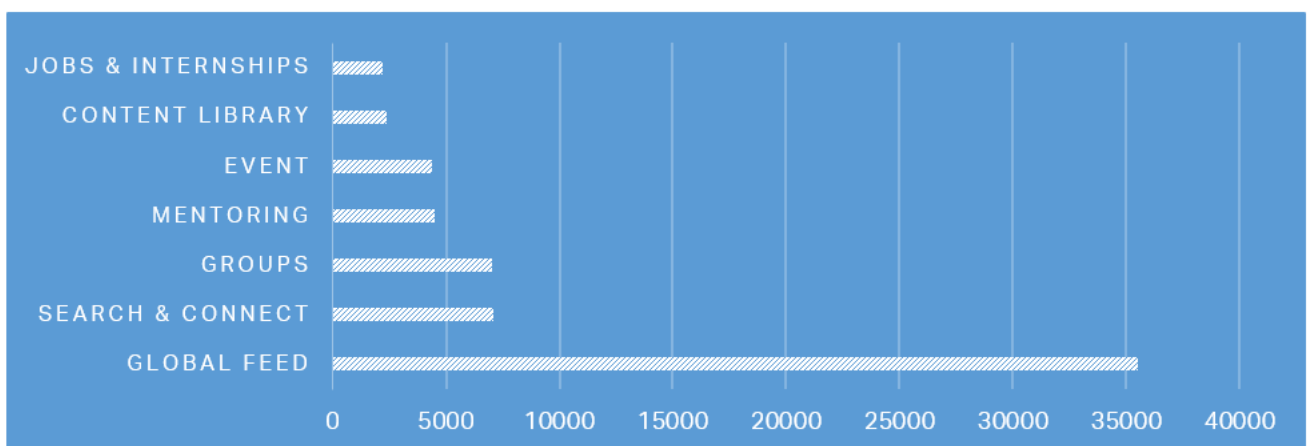
... Through different functionalities on the platform



35,535 Views of the [global feed](#) – Most popular



2,386 Views of the [content library](#) – More potential



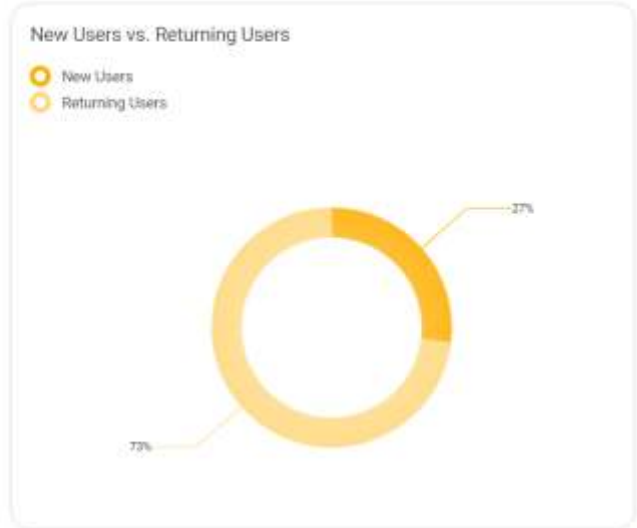
*Higher number of total calls and amount of minutes can be expected, as for many mentoring programs mentoring relationships used other video call tools outside the platform due to better connectivity and familiarity. Meetings are thereby organized through direct messages on the platform.

Annex

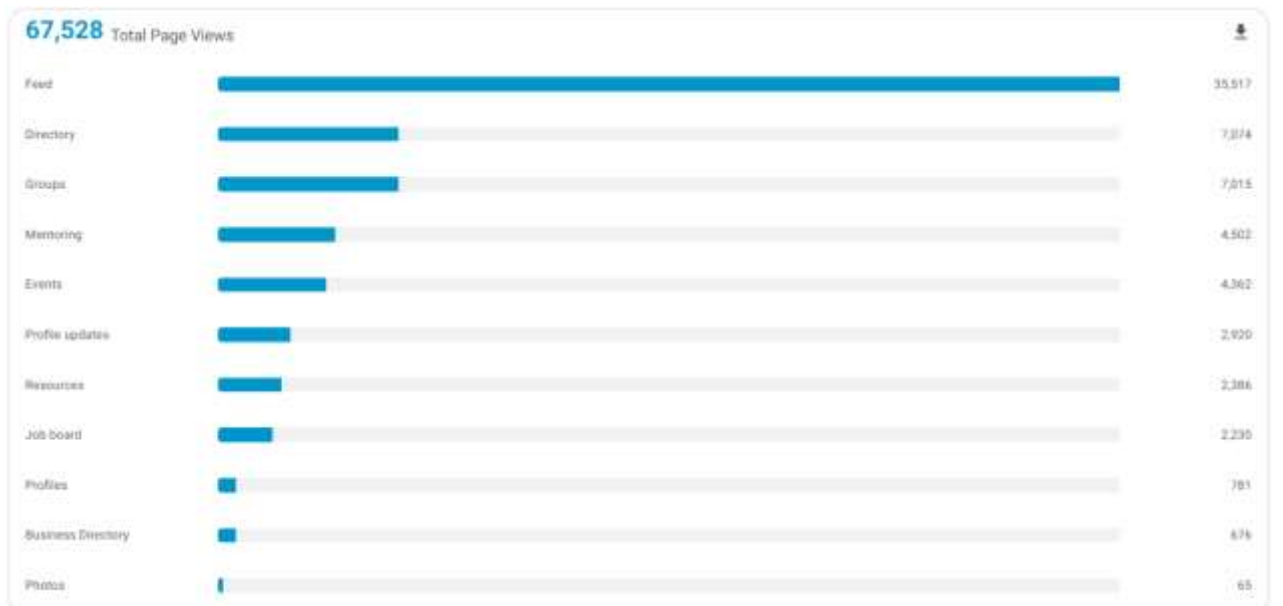
This Annex offers an overview of selected, auto-generate reports provided by the YouthLinks Community platform; display showing Aug. 2021 – Oct 2022 data. All Analytics can be accessed by site-admins [here](#).

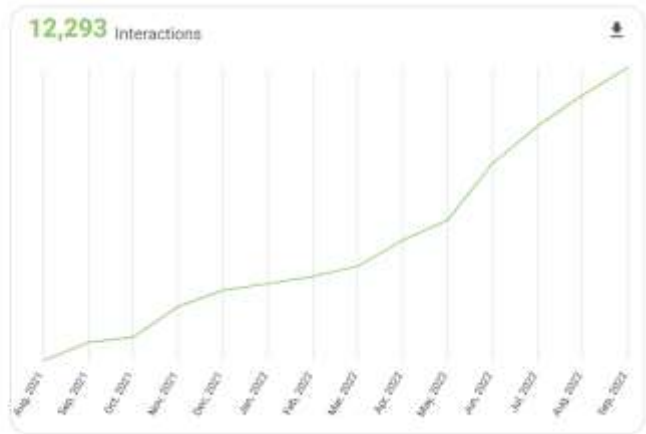
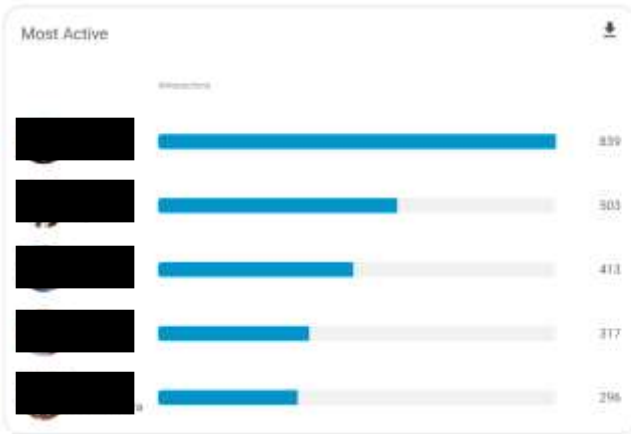
Driving Engagement

From 8/1/2021 To 9/30/2022

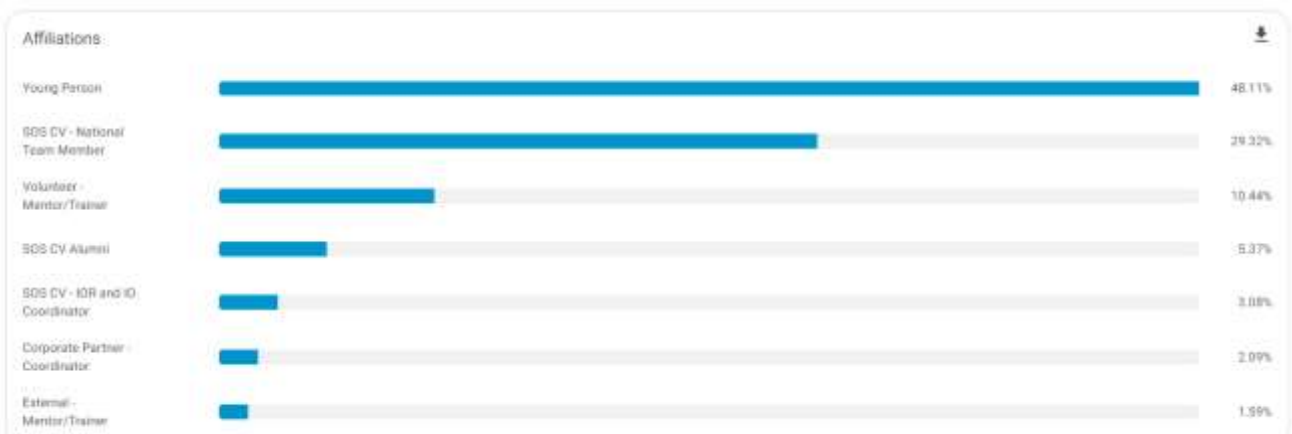
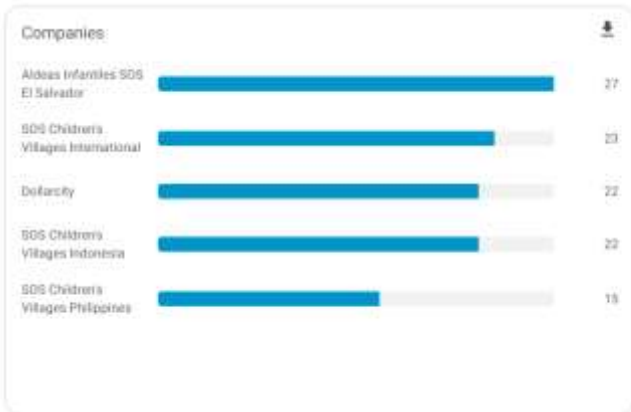


84 Events Posted	185 Event Registrations	130 Feed Posts	23 Jobs Posted	28 Job Applications Sent
1709 Likes	12283 Private Messages	2609 Profile Edits	12293 Networking	2862 Resource Interaction
577 Comments				





Providing Better Insights



Virtual Chat Analytics

Start date: 8/1/2021 End date: 9/30/2022

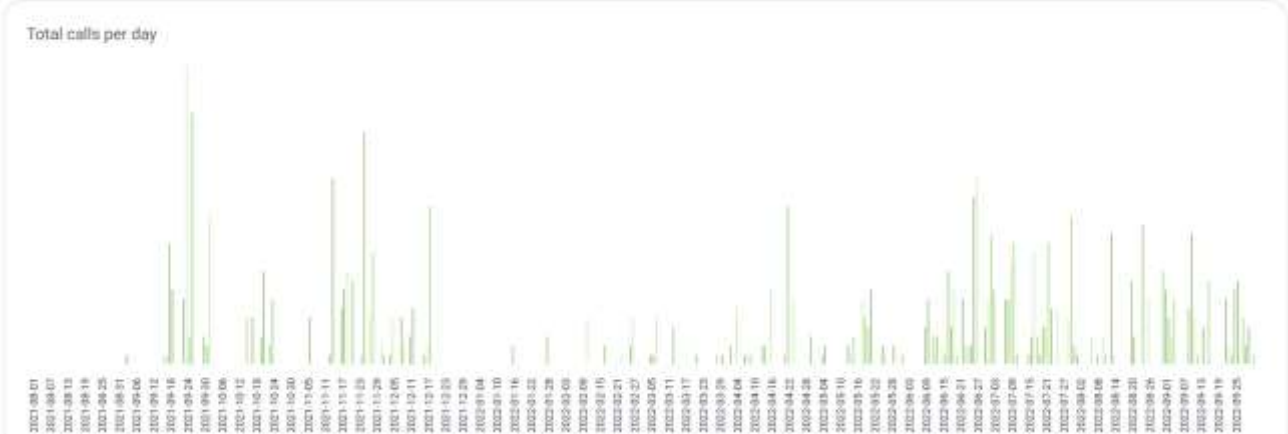
[PRINT REPORT](#)

Total chats

715

Total minutes

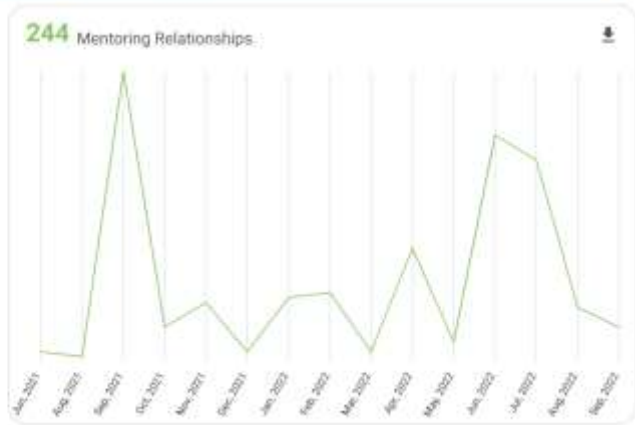
5,760



Mentorship in platform over time

[PRINT REPORT](#)

Willing To Mentor Network: **170** Users Willing To Mentor: **64%**



Mentoring Relationships Status

249 All
3 Pending
0 Denied
121 Active
4 Cancelled
121 Completed

Member	Message	Date	Mentoring Option	Status
[REDACTED]	[REDACTED]	2021-09-16	Admin Matched: no program	Completed
[REDACTED]	[REDACTED]	2022-04-06	Admin Matched: no program	Completed
[REDACTED]	[REDACTED]	2021-09-24	Admin Matched: no program	Completed
[REDACTED]	[REDACTED]	2022-02-24	Admin Matched: no program	Completed
[REDACTED]	[REDACTED]	2022-06-01	Admin Matched: GH - Mentoring	Completed



YouthLinks Community

Engagement Report

October 2022